

July 7, 1994

To: R. R. Steele  
C. M. Uffindell  
Account Rep Coordinators  
All Reps 1622 and 1624

From: S. G. Steen

**SUBJECT: NEW YORK STATE FAIR PROMOTION**

Ladies and Gentlemen:

Attached are signed authorizations for 5 of the 8 chains participating in the State Fair promotion. The 3 remaining chains, P & C., Fays and Wegmans will be forthcoming.

The manner in which the authorizations are formatted should allow you to place and/or maintain all critical POS items and displays associated with the program. Your emphasis on this important program will be very much appreciated.

Should you encounter any difficulties, please feel free to voice mail me at #69020, Bruce Cook at # 42496 or Keith Myers at # 72348.

Sincerely,

S. G. Steen

cc: B. A. Cook (w/o attachments)  
K. L. Myers " "

51859 7173